


CASE STUDY
ACTION PLAN

ARRANGING A CITY-WIDE CLOTHING ENGAGEMENT CAMPAIGN

BUDGET GUIDE: £10,000 - £25,000

COSTS MAY INCLUDE DESIGN AND PRODUCTION OF MARKETING COLLATERAL, SOCIAL MEDIA AND PR SUPPORT, VENUE HIRE, FACILITATOR FEES, PHOTOGRAPHY/VIDEOGRAPHY AND EQUIPMENT HIRE.

TIME AND EXPERTISE: APPROXIMATELY 450 - 840 HOURS OF STAFF/VOLUNTEER TIME REQUIRED

- Project Manager: 210 - 350 hours
- Project assistant: 140 - 280 hours
- PR and social media officer: 70 - 140 hours
- Volunteers: 30 - 70 hours

AIM

The objective of this activity is to engage the population of a city with messages and activities that raise awareness of the environmental impact of clothes.

PLANNING



-6 MONTHS

- **Draft a project proposal** – this should outline the context, rationale, objectives, budget, staffing requirements, target audiences and benefits of the campaign along with an outline of how you will measure the campaign's success.
 - **Decide on the format of the campaign**, its duration, activities and other key elements. For example:
 - Do you want to run events across the city in various locations or will you have one hub as a focal point for all activities?
 - Do you want to encourage the public to donate their unwanted clothes as part of a large collection drive to benefit a local charity?
 - Do you want to run workshops that will upskill the public in repairing, altering and upcycling their clothes?
 - Do you want to run a clothes swap event to encourage people to pick up pre-loved clothes rather than buying new?
 - Do you want to run a design competition and hold a catwalk show of the outfits made from upcycled clothes?
- Think about what will capture the imagination of your target audience, what activities will engage them while also making them think about the


environmental impact of clothes.

It is also important to consider what legacy the campaign will leave in the city to ensure sustainable behaviours continue beyond the duration of the campaign. For example, the establishment of a regular repair café in the city, an annual 'sustainability week', or a bi-annual clothes swap event.

- **Think about when would be best to run the campaign.** It could be tied in with local or national events/awareness campaigns, such as:
 - A regional fashion week
 - Fashion Revolution Week
 - Small Charity Week
 - Second Hand First Week
 - Recycling Week

Avoid clashing with other large charity events and campaigns that your target audiences might be engaging with.

- **Create a working group** for the campaign and arrange a meeting to get buy-in from key local partners such as the local authority/city council, universities and colleges, the Mayor's office, local media and interested bloggers, volunteering and charitable organisations and other local groups or individuals who can help deliver the campaign.



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MONTHS

- **Source a suitable venue or venues** that have good accessibility and public transport links for your target audience. The venue needs to be well-lit with enough space, storage, toilets and electricity.
- **Set objectives for the campaign** in order to measure its success. For example:
 - To collect one tonne of unwanted clothes for a local charity during the campaign
 - To engage 500 members of the public in the campaign through donating clothes and/or attending a workshop/clothes swap
- **Source a suitable venue or venues** that have good accessibility and public transport links for your target audience. The venue needs to be well-lit with enough space, storage, toilets and electricity.
- **To 'swap' 400 items of clothing in the Clothes Swap**
- **To repair 50 items of clothes throughout the campaign**
- **To showcase 20 upcycled outfits at the catwalk show as part of the design competition**
- **To achieve 5 separate pieces of coverage in local print media**
- **To achieve 10 separate pieces of coverage in online media outlets**
- **To achieve 5,000 impressions on social media of the campaign hashtag**

- **Commission the design and production of promotional materials** for the campaign such as posters, leaflets, banners, digital assets, t-shirts. Plan where and when these will be displayed.
- **Draft and finalise campaign copy and communication materials.** Allow time for language translation if messages need to be bilingual.
- **Finalise schedule of workshops**, write a description for each workshop and set up Eventbrite pages or similar booking system to enable people to register.
- **Visit the venue(s) to plan how the space will be used** and what equipment and facilities are required, such as: tables, chairs, extension leads, sewing machines, clothes rails, coat hangers, mirrors and promotional materials.
- **Hire external suppliers** required such as workshop facilitators and a photographer. Ensure they provide public liability insurance.

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MONTH

- **Launch communications** and promotion of the campaign. Create a dedicated web page about the campaign, put up posters, distribute leaflets, and regularly post information through social media accounts.
- **Send out press release(s)** and follow these up with targeted local media.
- **Send reminders to everyone** who's booked to attend a workshop.
- **Prepare the venue(s)** ahead of the launch of the campaign. Put up signs, posters, and displays to dress the space.
- **Carry out relevant risk assessments.**

LAUNCH
CAMPAIGN

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COMMUNICATION

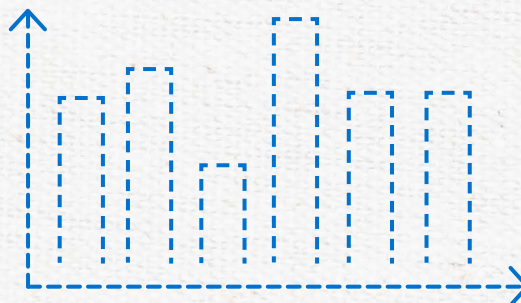
- **Create a communications plan** to outline what key message(s) will be communicated, when and how.
- **Use a mix of communication methods** to reach the target audiences and to reinforce the messages. The Love Your Clothes campaign can provide a range of communications resources such as posters, infographics, videos, guides and leaflets.
- **As part of your communications plan**, think about how you can capture the interest of your target media?
 - Do you want to launch the campaign with a 'PR stunt' that will create a buzz and provide a photo opportunity?
 - Are there well-known personalities you could use as spokespeople for the campaign?
 - What type of content will be most attractive to your target media? For example; case studies, digital content such as infographics and gifs, research publications, images and videos.
- **At the end of the campaign**, send out a follow-up press release and other relevant content to let the public know the outcomes of the campaign and how these have benefitted the local charity partner(s) and helped to reduce the environmental impact of clothes. Thank the public for their participation and support.



EVALUATION AND MEASURING SUCCESS

Link back to the original objectives set out in your project plan, for example:

- What was the total weight of the clothes donated?
- How many people donated clothes and/or attended a workshop?
- How many items of clothes were swapped at the Clothes Swap?
- How many emails were sent out to support the campaign?
- How many impressions did the campaign hashtag achieve on your social media channels?
- How many times did people view your campaign web page?
- How many print and online pieces of coverage did you achieve?



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EQUIPMENT/MATERIAL CHECKLIST

- Weighing scales to measure weight of donations (the allocated charity may be able to provide this)
- Promotional materials, pop up stands, venue decorations
- Sewing machines, scissors, pins, iron and ironing board
- Extension leads, cable ties, blue tac, sellotape, stationery, clothes rail, coat hangers shelves, mirror
- Stamps or tokens to issue to people who donate if you hold a Clothes Swap



IMPORTANT CONSIDERATIONS

- Ensure clear milestones are established from the start as well as what legacy the campaign will leave behind to support long term sustainable behaviours
- Ensure the campaign doesn't clash with national campaigns being run by the charity partner or other large events in the city
- Large bags of clothes can be heavy to move. Ensure adequate facilities are available (such as a trolley) to move the bags
- Where possible, capture people's email addresses to keep in contact with them after the campaign.

If you are planning to run a campaign like this, please get in touch:

loveyourclothes@wrap.org.uk

SEE CASE STUDY

www.loveyourclothes.org.uk

